



WDAF-TV

ORDER

Print Date 10/25/12 Page 1 of 6

Flight Dates 10/08/12-11/06/12

<u>Contract / Revision</u>	565996	/	MISSOURIANS 4 KOSTER	<u>Alt Order #</u>	09771611
<u>Original Date / Revision</u>	10/24/12	10/25/12	<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
			<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Koster/D/Atty Gen/MO		25 Whitlock Place Suite 201 Marietta, GA 30064	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	LUC Media			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>				<u>Demographic</u>	A35+
25 Whitlock Place Suite 201 Marietta, GA 30064			<u>Rev Codes</u>	SP-POL CAN	GEN
			<u>Product Codes</u>	PL1lb	
			<u>Priority</u>	3	
			<u>Advertiser Ref</u>		

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 33% Market Value 532196

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	16%	85151
KCWE	%	0
KMBC	25%	133049
KMCI	%	0
KPXE	%	0
KSHB	25%	133049
KSMO	1%	5321

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	240	\$98,366.25	\$115,725.00	0.00	10/01/12	10/26/12	240	\$98,366.25	\$115,725.00
November 2012	110	\$60,915.00	\$59,900.00	0.00	10/29/12	11/05/12	110	\$60,915.00	\$59,900.00
Totals	350	\$149,281.25	\$175,625.00	0.00					



WDAE-TV

Print Date: 10/25/12

Page 2 of 8

Contract / Revision

565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision

10/24/12 / 10/25/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER Estimate #



WDAF-TV

Print Date: 10/25/12

Page 3 of 6

Contract / Revision

565999

Flight Dates 10/08/12-11/06/12

Hiatus DatesOriginal Date / Revision

10/24/12/

10/25/12

Order Sep

00:15:00

Advertiser Koster/D/Atty Gen/MOProduct MISSOURIANS 4 KOSTEREstimate #

Ln	Ch	Start	End	Inventory Cede	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Big Type	Spots	Totals	
														Amount	
E 11	4	10/08/12	11/02/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	5	\$300.00	2	0.00	NM	10	\$17,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		4	\$300.00			0.00					
		Week: 10/15/12	10/21/12	MTWTF--		5	\$300.00			0.00					
		Week: 10/22/12	10/28/12	MTWTF--		5	\$300.00			0.00					
		Week: 10/29/12	11/04/12	MTWTF--		5	\$300.00			0.00					
13	4	10/28/12	10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$250.00			0.00					
E 15	4	10/08/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30	5	\$1,200.00	2	0.00	NM	17	\$20,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		4	\$1,200.00			0.00					
		Week: 10/15/12	10/21/12	MTWTF--		5	\$1,200.00			0.00					
Spot	Ch	Date Range	Description		Start/End Time					Weekdays	Length	Rate	Big Type		
6		4 10/15/12-10/21/12	M-F 9-10p		9-10p					MTWTF---	:30	(\$1,200.00)	0.00	AM	
		<u>Credited</u>													
7		4 10/15/12-10/21/12	M-F 9-10p		9-10p					MTWTF---	:30	(\$1,200.00)	0.00	AM	
		<u>Credited</u>													
Week: 10/22/12		10/28/12		MTWTF--		5	\$1,200.00			0.00					
Week: 10/29/12		11/04/12		MTWTF--		5	\$1,200.00			0.00					
E 17	4	10/20/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$1,200.00			0.00					
Spot	Ch	Date Range	Description		Start/End Time					Weekdays	Length	Rate	Big Type		
3		4 10/22/12-10/28/12	Su 9-10p		9-10p					-----Su	:30	(\$1,200.00)	0.00	AM	
		<u>Credited</u>													
Week: 10/29/12		11/04/12		-----S		1	\$1,200.00			0.00					
18	4	10/08/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTWTF--	:30	3	\$1,200.00	2	0.00	NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		2	\$1,200.00			0.00					
		Week: 10/15/12	10/21/12	MTWTF--		2	\$1,200.00			0.00					
		Week: 10/22/12	10/28/12	MTWTF--		3	\$1,200.00			0.00					
		Week: 10/29/12	11/04/12	MTWTF--		3	\$1,200.00			0.00					
19	4	11/05/12	11/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$600.00			0.00					
20	4	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$600.00			0.00					
21	4	11/05/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$1,200.00			0.00					
22	4	11/05/12	11/05/12	CM-All	10-1030p		:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00	



卷之三

Print Date: 10/26/12

Page 4 of 5

Contract / Revision

565998

Flight Dates 10/08/12-11/08/12

Hiatus Dates

Original Date / Revision

10/24/12 / 10/25/12

Order Sep 09:16:00

Advertiser: Kester/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER

Estimate #

Ln	Ch	Start	End	Inventory Code	Break Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
														Amount
				M-F 10-1030p										
				M-F 10-1030p										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 11/05/12	11/11/12	M-----		\$1,200.00	0.00					
E 23	4	10/06/12	11/02/12	M-F 7-9a		CM-AII	8-9a			:30	10	\$525.00	2	0.00 NM
				8-9a		(8:00 AM-9:00 AM)								
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/08/12	10/14/12	MTWTF--		\$525.00	0.00					
				Week: 10/15/12	10/21/12	MTWTF--		\$525.00	0.00					
				Week: 10/22/12	10/28/12	MTWTF--		\$525.00	0.00					
				Week: 10/29/12	11/04/12	MTWTF--		\$525.00	0.00					
24	4	11/05/12	11/05/12	M-F 7-9a		CM-AII	8-9a			:30	2	\$525.00	2	0.00 NM
				8-9a		(8:00 AM-9:00 AM)								
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 11/05/12	11/11/12	M-----		\$525.00	0.00					
E 25	4	10/06/12	11/02/12	M-F 5-6p		CM-AII	530-6p			:30	5	\$600.00	2	0.00 NM
				5-630p5-630P		(5:00 PM-6:30 PM)								
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/08/12	10/14/12	M-----		\$600.00	0.00					
				Week: 10/15/12	10/21/12	M-----		\$600.00	0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type
7	4	10/16/12-10/21/12	M-F 5-6p			530-6p		(5:00 PM-6:30 PM)			:30	(\$600.00)	0.00	NM
			Credited											
			Week: 10/22/12	10/28/12	MTWTF--		5	\$600.00	0.00					
			Week: 10/29/12	11/04/12	MTWTF--		5	\$600.00	0.00					
26	4	11/05/12	11/05/12	M-F 5-6p		CM-AII	530-6p			:30	1	\$600.00	2	0.00 NM
				5-630p5-630P		(5:00 PM-6:30 PM)								
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 11/05/12	11/11/12	M-----		\$600.00	0.00					
E 27	4	10/16/12	11/02/12	M-F 430a News		CM-AII	430-5a			:30	5	\$100.00	3	0.00 NM
				M-F 430-5a News										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/16/12	10/21/12	MTWTF--		\$100.00	0.00					
				Week: 10/22/12	10/28/12	MTWTF--		\$100.00	0.00					
				Week: 10/29/12	11/04/12	MTWTF--		\$100.00	0.00					
E 28	4	11/05/12	11/05/12	M-F 430a News		CM-AII	430-5a			:30	2	\$100.00	3	0.00 NM
				M-F 430-5a News										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 11/05/12	11/11/12	M-----		\$100.00	0.00					
E 29	4	10/15/12	11/02/12	M-F 530-6a		CM-AII	530-6a			:30	5	\$200.00	3	0.00 NM
				M-F 530-6a										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/15/12	10/21/12	MTWTF--		\$200.00	0.00					
				Week: 10/22/12	10/28/12	MTWTF--		\$200.00	0.00					
				Week: 10/29/12	11/04/12	MTWTF--		\$200.00	0.00					
E 30	4	10/15/12	11/02/12	M-F 10-11a		CM-AII	10-11a			:30	5	\$150.00	2	0.00 NM
				M-F 10-11a										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/15/12	10/21/12	MTWTF--		\$150.00	0.00					
				Week: 10/22/12	10/28/12	MTWTF--		\$150.00	0.00					
				Week: 10/29/12	11/04/12	MTWTF--		\$150.00	0.00					
E 31	4	10/15/12	11/02/12	M-F 4-5p		CM-AII	4-5p			:30	5	\$250.00	3	0.00 NM
				M-F 4-5p										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/15/12	10/21/12	MTWTF--		\$250.00	0.00					
				Week: 10/22/12	10/28/12	MTWTF--		\$250.00	0.00					
				Week: 10/29/12	11/04/12	MTWTF--		\$250.00	0.00					



WDAF-TV

Print Date: 10/25/12

Page 5 of 6

Contract / Revision		666996	Flight Dates 10/08/12-11/06/12			Hiatus Dates		
Original Date / Revision		10/24/12	10/25/12			Order Sep 00:16:00		
Advertiser		Koster/D/Atty Gen/MO	Product MISSOURIANS 4 KOSTER			Estimate #		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Totals
					CM-All	4-5p	MTWTF--	Len Spots Rate Pri Rtg Type Spots Amount
E 31	4	10/16/12	11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30 5 \$250.00 3 0.00 NM 14 \$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/15/12	10/21/12	MTWTF--		5	\$250.00	0.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length Rate Big Type
2	4	10/15/12-10/21/12	M-F 4-5p		4-5p		MTWTFH---	:30 (\$250.00) 0.00 NM
<i>Credited</i>								
Week: 10/22/12		10/28/12	MTWTF--		5	\$250.00	0.00	
Week: 10/29/12		11/04/12	MTWTF--		5	\$250.00	0.00	
32	4	11/05/12	11/09/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30 1 \$250.00 3 0.00 NM 1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 11/05/12	11/11/12	M-----		1	\$250.00	0.00
33	4	10/15/12	10/16/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30 1 \$0.00 VIP 0.00 NM 1 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/15/12	10/21/12	M-----		1	\$0.00	0.00
34	4	10/16/12	10/19/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	-TWTF--	:30 4 \$0.00 VIP 0.00 NM 4 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/16/12	10/21/12	-TWTF--		4	\$0.00	0.00
35	4	10/16/12	10/19/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	-TWTF--	:30 4 \$0.00 VIP 0.00 NM 4 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/16/12	10/21/12	-TWTF--		4	\$0.00	0.00
36	4	10/18/12	10/19/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	---TF--	:30 4 \$0.00 VIP 0.00 NM 4 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/15/12	10/21/12	---TF--		4	\$0.00	0.00
37	4	10/18/12	10/19/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	---TF--	:30 4 \$0.00 VIP 0.00 NM 4 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/15/12	10/21/12	---TF--		4	\$0.00	0.00
E 38	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30 1 \$250.00 3 0.00 NM 1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/22/12	10/26/12	MTWTF--		1	\$250.00	0.00
39	4	10/18/12	10/19/12	M-F 5-6p 530-6p (6:30 PM-8:00 PM)	CM-All	530-6p	---TF--	:30 1 \$600.00 2 0.00 NM 1 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/15/12	10/21/12	---TF--		1	\$600.00	0.00
40	4	10/18/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---TF--	:30 1 \$100.00 3 0.00 NM 1 \$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/15/12	10/21/12	---TF--		1	\$100.00	0.00
41	4	10/29/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30 1 \$1,200.00 2 0.00 NM 1 \$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>
		Week: 10/29/12	11/04/12	MTWTF--		1	\$1,200.00	0.00
E 42	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30 1 \$250.00 3 0.00 NM 1 \$250.00



WDAF-TV

Print Date: 10/25/12

Page 6 of 6

Contract / Revision

566996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision

10/24/12 / 10/25/12

Order Sep 00:16:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 42	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/26/12	MTWTF--		1	\$250.00								
N 43	4	11/02/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	----F--	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$1,200.00								
N 44	4	10/29/12	11/02/12	M-F 5-6p 5-630P	CM-All	530-6p (5:00 PM-6:30 PM)	M-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2	\$600.00								
N 45	4	11/03/12	11/03/12	College Football Late College Football Late	CM-All	6p-cc	----S-	:30	1	\$1,400.00	2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----S-		1	\$1,400.00								

Totals

350/175,625.00